

APR 29 2005

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.: 09/385,414  
Applicant(s): Poage et al.  
Filed: August 30, 1999  
Art Unit: 3623  
Examiner: C. Colon  
Title: APPARATUS AND METHOD  
FOR CREATING A MARKETING  
INITIATIVE

Confirmation No.: 9114

*Please Enter*  
*CME*  
*5/17/05*

Docket No.: 023895/257070  
Customer No.: 00826

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT AFTER FINAL ACTION  
PURSUANT TO 37 C.F.R. § 1.116

Sir:

In response to the Office Action dated January 26, 2005, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims beginning on page 2 of this paper.

Remarks begin on page 8 of this paper.